



Best Workplaces for CommutersSM

Marketing Language

The following messages about Best Workplaces for CommutersSM can be incorporated into your communications materials:

Best Workplaces for Commuters "in a nutshell":

Best Workplaces for Commuters is a voluntary program sponsored by the U.S. Environmental Protection Agency (EPA) which nationally recognizes excellence in employer-provided commuter benefits. Like other "Best of" lists, the Best Workplaces for Commuters program distinguishes outstanding employers by generating positive media attention and releasing annual geographic lists of Best Workplaces for Commuters, as well as the Best Workplaces for Commuters from the FORTUNE 500.

Sample message to explain your involvement in promoting Best Workplaces for Commuters:

Join us in cleaning the air and reducing road congestion. Our organization is teaming up with EPA's Best Workplaces for Commuters to identify and recognize employers that are reducing their impact on the environment and roads through progressive commuter benefit programs.

Benefits to employers from participating in Best Workplaces for Commuters:

The Best Workplaces for Commuters designation:

- Distinguishes your organization from its competition -
 - ▶ Gives you the advantage in recruiting the best employees.
 - ▶ Showcases your superior commuter benefits program.
- Makes good business sense -
 - ▶ Saves you money by reducing employee demand for parking spaces (this is particularly true if you lease parking).
 - ▶ Helps you meet government trip reduction goals, if applicable.
 - ▶ Provides a benefit that your employees value.
- Demonstrates your environmental leadership -
 - ▶ Shows you care about the quality of life in your community - the commuting patterns of your workforce can have a big impact.
 - ▶ Demonstrates to local air quality and permitting agencies how you are helping to alleviate road congestion and improve air quality.
 - ▶ Studies have shown that employers that provide an excellent package of commuter benefits will reduce the number of drive alone commuters by 150-300 per every 1,000 employees.
- Provides an excellent public relations boost -
 - ▶ In 2004, more than 400 media outlets, including USA Today, Forbes.com, Business Week online, and CNBC, highlighted the growing list of Best Workplaces for Commuters.
 - ▶ This is recognition that your company's senior leadership will appreciate!



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Suggested Audiences to target:

- Large employers in the following industries:
 - ▶ Colleges and Universities
 - ▶ Medical and Pharmaceutical
 - ▶ Banking/Finance/Insurance
 - ▶ Government agencies
 - ▶ Information Technology

Suggested staff to contact within the employer worksite:

- ▶ Executives
- ▶ Human Resources Managers
- ▶ Public Relations Managers
- ▶ Employee Transportation Coordinators
- ▶ Facility Managers
- ▶ Environmental Managers

Call to Action

- Visit <http://www.bwc.gov> and click on "Do We Qualify?" to apply.